

Jour 555: Integrated Marketing Communications

SCHOOL OF JOURNALISM & NEW MEDIA

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- [Jour 404: Integrated Marketing Communications Rese](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Jour 555

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

